

CITY COUNCIL MEETING OF
June 20, 2007
VERBATIM TRANSCRIPT – ITEM 142

**RQR-18678 – PUBLIC HEARING - APPLICANT: LAMAR ADVERTISING - OWNER:
Z J & R PROPERTIES, LLC - Required Two Year Review of an Approved Special Use
Permit (U-0043-94) WHICH ALLOWED A 55 FOOT TALL, 14-FOOT X 48-FOOT OFF-
PREMISE ADVERTISING (BILLBOARD) SIGN at 3920 West Charleston Boulevard
(APN 139-31-801-018), C-1 (Limited Commercial) Zone, Ward 1 (Tarkanian)**

Appearance List:

OSCAR GOODMAN, Mayor

STEPHANIE ALLEN, Attorney, 3800 Howard Hughes Parkway, on behalf of Lamar Advertising

UNIDENTIFIED MALE SPEAKER

GARY REESE, Councilman

TOM McGOWAN, Las Vegas resident

MARGO WHEELER, Director of Planning and Development Department

LOIS TARKANIAN, Councilwoman

LARRY BROWN, Councilman

BRYAN SCOTT, Assistant City Attorney

JAMES SAPP, 1109 Western Avenue

27 minutes

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24 **MAYOR GOODMAN**

25 One forty-two is RQR-18678, public hearing. The applicant is Lamar Advertising. The owner is
26 Z J & R Properties, LLC. Required two-year review of an approved special use permit which
27 allowed a 55-foot tall, 14-foot by 48-foot off-premises advertising billboard sign at 3920 West
28 Charleston Boulevard in Ward 1. The staff recommends denial. The Planning Commission
29 recommends approval, subject to conditions. It's a public hearing which is now open. Yes,
30 Ma'am.

31

32 **STEPHANIE ALLEN**

33 Good afternoon again, Mr. Mayor, members of the Council. Stephanie Allen, 3800 Howard
34 Hughes Parkway, here on behalf of the applicant, Lamar Advertising. If I could direct your
35 attention to the overhead, this billboard is located at the corner of Charleston and Valley View.
36 As you can see by the – map, this area is an established commercial and quasi-commercial
37 corridor. Just to the east of this site is the Las Vegas Valley Water District. All the way along
38 Charleston, you can see there's C-1 and C-2 zoned property and then along Valley View, as you
39 can see, there's also commercial property going further north on Valley View.

40 This site or this particular board is a completely conforming board –

41

42 **MAYOR GOODMAN**

43 Okay, which one is item (inaudible) –

44

45 **STEPHANIE ALLEN**

46 – with respect to your Code. It's not located within the billboard exclusionary zone.

47

48 **MAYOR GOODMAN**

49 155?

50

51 **UNIDENTIFIED MALE SPEAKER**

52 This one here.

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53 **COUNCILMAN REESE**

54 151?

55

56 **STEPHANIE ALLEN**

57 It meets all the separation requirements –

58

59 **COUNCILMAN REESE**

60 Okay.

61

62 **STEPHANIE ALLEN**

63 – with respect to residential separation as well as other billboard separations. It's located within
64 a C-1 zone and it currently has no embellishments on it. The staff report raised two concerns.
65 One of which was with respect to the pole being inconsistent in paint colors. There is the
66 condition of approval that would require Lamar to repaint the – board and we're happy to accept
67 that condition. So we believe we've addressed that condition in the staff report.

68 Also at the Planning Commission, the Planning Commission unanimously approved this
69 application and at the Planning Commission, they asked us to agree to a condition with respect to
70 final inspections. They asked that we obtain a letter from a civil engineer that's licensed in the
71 State of Nevada that says that the billboard is structurally sound and we have complied with that.
72 We've sent it to the Building Department and the Building Department has accepted that letter.
73 I'll submit the letter for the record as well.

74

75 **MAYOR GOODMAN**

76 Thank you.

77

78 **STEPHANIE ALLEN**

79 So with respect to the staff report, the two issues that were raised, we do believe we have
80 addressed and as I mentioned, this billboard is a completely conforming billboard under the Code
81 requirements. That brings us to compatibility and whether this board is compatible for the area.

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82 This is your radius map, it's kinda hard to see on the overhead, that was sent out with the
83 application and it has a one thousand foot radius around this – site. As you can see, most of the
84 property, if not almost all of the property, is either commercial or quasi-commercially zoned. So
85 the area is an intense commercial corridor where we believe a billboard is compatible and –
86 nothing substantial has changed within at least this one thousand foot radius, with respect to the
87 area, since the last review. There are some – residential along the – corners, but we're not aware
88 of any complaints from the residents in the area with respect to this billboard.

89 Further up Valley View, the Springs Preserve has recently come into play and recently opened, I
90 think, within the last month. At the last review, that was brought up by the Councilwoman and –
91 there was mention of some concerns with when the Spring (sic) Preserve is in fact open, whether
92 this would be a compatible and appropriate board for the area. That's why I thought it was
93 important to show the radius map that the City uses and the fact that within a thousand feet of the
94 board at least, it is all commercially zoned.

95 In an effort to also look at the area, we had someone from our office by the name of Mark
96 Alvarez go down to the Springs Preserve and inspect the site and do somewhat of an informal
97 survey of the area. And I've submitted a letter that he wrote for the record as well. He went
98 down and basically did a survey of the area and the billboards in the area and he put together a
99 map that shows the relation of this site to the Springs Preserve. This area in blue is the entire
100 Springs Preserve property, with the southern boundary at Alta Drive and the northern boundary at
101 the 95 freeway. This is Valley View. I believe the southern portion of this is Southern Nevada
102 Water District property and they got some facilities there, so the majority of the actual preserve is
103 on the north portion of the site. If you can see here in purple, there's a distance separation of
104 about twenty one hundred feet from our billboard at Charleston Avenue and the Springs –
105 Preserve boundary at Alta Drive.

106 Further north in pink, there's a billboard that is not owned or operated by Lamar that's further in
107 and closer to the Springs Preserve. It's about fourteen hundred and fifty feet from the Springs
108 Preserve. Also there are some billboards, at least one billboard that we're aware of near the
109 Meadows Mall that is closer to the Springs Preserve and also owned and operated by Lamar

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110 Advertising. But it is off of the 95. So we think that there's – other boards in the area that prove
111 that this board is compatible for the area.

112 When Mark checked out this site, he also, we had him go into the site and walk the Springs
113 Preserve area. He walked the trail. He went up in the parking lot, which he saw to be the highest
114 point of – the site and he put in his letter and take pictures facing south from the parking lot at
115 the Springs Preserve. These are the pictures from the parking lot, facing south. As you can see,
116 you can't see the billboard, that's it, that is at issue today from the parking lot. This is yet
117 another picture, also from the parking lot looking south. So visually, as well as from a
118 compatibility standpoint, we believe that this billboard won't negatively affect the surrounding
119 area.

120 We also don't believe that those that advertise for the Springs Preserve see it to be an adverse
121 impact because this – exact billboard is currently advertising for the Springs Preserve. So we
122 haven't heard from them with respect to having any concern and – there is an advertisement
123 currently on the board that's before you for that Springs Preserve.

124 So with that said, we appreciate the Planning Commission's unanimous recommendation of
125 approval. We know that they look at these closely and clearly and consider these critical issues,
126 the billboards in the area. And we'd ask that you follow their unanimous approval.

127

128 **MAYOR GOODMAN**

129 All right. Thank you very much. Any questions of Ms. Allen? Okay, folks. Anybody like to be
130 heard on this?

131

132 **TOM McGOWAN**

133 Tom McGowan, Las Vegas resident. Another mystery, apparently again. What is the reason for
134 staff's recommendation for denial? And where are their pictures?

135

136 **MAYOR GOODMAN**

137 Ms. Wheeler, do you wanna address the first part of the question?

138

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139 **MARGO WHEELER**

140 Again, Mayor, the sign did not have all of its necessary permits at the time that the application
141 was filed and, therefore, staff cannot make a finding of approval. Additionally, as can be seen,
142 the site is considered to be not in good repair due to the paint covering over the graffiti that has
143 not been made of one color.

144

145 **TOM McGOWAN**

146 I recommend approval of the item with a footnote that may be of interest to the visionary people
147 on the City Council of those who are remaining. The Springs Preserve is a vast area. It would be
148 an ideal location for your next Vegas Grand Prix where it won't interfere with the buses. Put it
149 over there. Thank you.

150

151 **MAYOR GOODMAN**

152 All right. Would anyone like to be heard?

153

154 **COUNCILMAN REESE**

155 She's standing there.

156

157 **MAYOR GOODMAN**

158 But, move this along. All right. Seeing none, we'll close the public hearing then.
159 Councilwoman Tarkanian.

160

161 **COUNCILWOMAN TARKANIAN**

162 Yes. I would like the Council individuals to please note in their records that when I approved the
163 Special Use Permit on March 2nd, 2005, I stated that on completion of the Springs Preserve that I
164 would anticipate not renewing this permit. The Springs has opened this month. I have spoken
165 with Pat Mulroy and with Dick Wimmer regarding this item. They have stated that they would
166 appreciate a corridor to and from the Springs free of billboards and an unobstructed view of the
167 area, all areas in the Springs.

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168 I'd like to address some of the points raised here. I would like to point out there are two signs,
169 two billboard signs on Valley View and if you would please put up your map, would you,
170 showing where the sign is located. This sign is not on Charleston. It's on Valley View and it
171 goes in a ways, as you can see. This is Charleston, and show where the sign is, please.

172

173 **STEPHANIE ALLEN**

174 The sign, the address of the sign is –

175

176 **COUNCILWOMAN TARKANIAN**

177 I know it's Charleston –

178

179 **STEPHANIE ALLEN**

180 Okay.

181

182 **COUNCILWOMAN TARKANIAN**

183 – the address of the sign –

184

185 **STEPHANIE ALLEN**

186 The sign's located right here.

187

188 **COUNCILWOMAN TARKANIAN**

189 Yes. The sign is located right there. So it isn't so surrounded by commercial property. It's got
190 the Water District on that one side and then all the way down the corridor 'til Springs Preserve.
191 There are only two signs left on Valley View between Sahara and the freeway on Valley View,
192 going to the Preserves (sic). So your sign, the Lamar sign, and one other is the only one left. The
193 other signs that are involved on the freeway; they're not on Valley View.

194 As far as the ad was concerned, the, neither Pat Mulroy nor Dick Wimmer were aware of that.

195 Their ad agency put the ad, picked that place for the ad and their calls were for them to take down

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196 that. They did not want to be part of having something on a billboard in that corridor to the
197 Springs.

198 And the parking lot where the pictures were taken is not the high point within that area as far as
199 the view is concerned. I want to say that I believe strongly that this is a changing area. Our
200 rotary park, we're investing significant money to improve that, Cragen Park, Meadows Mall is
201 involving improvements. The Furr restaurant that has been vacant for so long is gonna be open
202 in a large, really nice, family-style restaurant. And I think the pa, the Springs Preserves (sic) and
203 what they're doing, as far as that corridor's concerned, is very important.

204 So again, I'm stating with the concern of Pat Mulroy and Dick Wimmer, with myself and with
205 the residents in that area, that do to the changing environment in that surrounding area, I move
206 for denial of this sign.

207

208 **MARGO WHEELER**

209 If – I may, Councilwoman, may I add something, please? In the Code, the requirements for, with
210 regard to the imposition of a, once a time limit is imposed by the City Council on a billboard
211 sign, the Code 19.14.100(B)(3) states that the Planning Commission or City Council may require
212 removal of the sign if it is demonstrated that the conditions in the surrounding area have changed
213 in such a manner that the sign no longer meets the standard established in 19.18.060(L). And
214 those findings are the same as the original SUP findings which, therefore, allow the plan, the
215 Council to make their decision if they believe that the use is no longer compatible and
216 harmonious with existing and future land uses. So I just wanted to quote the Code sections with
217 regard to the requirements that the Councilwoman has said with regard to the existing plan, the
218 existing uses of the parks and the Springs Preserve at the Water District.

219

220 **COUNCILWOMAN TARKANIAN**

221 And I would just like to add that in Ward 1, we would just like to have an avenue up to this
222 wonderful Springs Preserve, which might be similar, to some extent, to the avenues in other parts
223 of our City that don't have billboards.

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224 **MAYOR GOODMAN**

225 I – just as a matter of interest because I accept the Councilwoman’s representations a hundred
226 percent. How – long has the Springs Preserve sign been on that billboard?

227

228 **COUNCILWOMAN TARKANIAN**

229 Mr. Mayor, if I could respond –

230

231 **MAYOR GOODMAN**

232 Yeah.

233

234 **COUNCILWOMAN TARKANIAN**

235 – please, to that.

236

237 **MAYOR GOODMAN**

238 Yes.

239

240 **COUNCILWOMAN TARKANIAN**

241 An abeyance on this item was asked two weeks ago. We agreed to abey for them. And the sign
242 was put up during the two weeks. The last two weeks.

243

244 **MAYOR GOODMAN**

245 How hard is it to take a sign down?

246

247 **STEPHANIE ALLEN**

248 I honestly don’t know the answer as to, I know it’s changed since the original –

249

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250 **MAYOR GOODMAN**

251 Well, I don't think they can have it both ways, to be honest with you, Councilwoman. I mean, I –
252 accept your representation that they say they don't want it but it's up there. Let them take it
253 down then.

254

255 **STEPHANIE ALLEN**

256 I'm sure Lamar would be happy to take down that, the advertisement.

257

258 **MAYOR GOODMAN**

259 I mean it don't (sic) make any sense to me, that they're complaining to the Councilwoman about
260 it and, nevertheless, it's up there for the public. That doesn't make any sense to me.

261

262 **COUNCILWOMAN TARKANIAN**

263 Oh, no. They did ask. They are getting it down, Mr. Mayor. I believe they are getting it down.

264

265 **MAYOR GOODMAN**

266 All right.

267

268 **COUNCILWOMAN TARKANIAN**

269 It's just there hasn't been enough time, this, it hasn't even been up in the last five days, you
270 know, to put, so that's the reason why.

271

272 **COUNCILMAN REESE**

273 Councilwoman, who gave permission to put the sign up?

274

275 **COUNCILWOMAN TARKANIAN**

276 Their ad agency picked the signs. In fact, if you were going to do it for the Springs, it's in the
277 wrong direction to help the Springs, so I don't know. It's their ad agency. They knew nothing
278 about that being put up there until they saw it.

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280 **COUNCILMAN REESE**

281 Okay. Ms. Allen referenced that one of the billboard (sic) is up closer to the Preserve than this
282 sign here.

283

284 **STEPHANIE ALLEN**

285 Yes.

286

287 **COUNCILWOMAN TARKANIAN**

288 There's one other billboard that is up there, Councilman Reese, and it's been up there. It hasn't
289 met its time for review yet. It's the only billboard left up –

290

291 **COUNCILMAN REESE**

292 Yes.

293

294 **COUNCILWOMAN TARKANIAN**

295 – between – there and the freeway, between Charleston and the freeway.

296

297 **STEPHANIE ALLEN**

298 Mister –

299

300 **COUNCILMAN BROWN**

301 Your Honor.

302

303 **MAYOR GOODMAN**

304 Yes, Councilman Brown.

305

306 **COUNCILMAN BROWN**

307 Since we have a couple of these billboards, just like to make a couple comments and – just get
308 clarification a little bit. We're in this transition period where we're working with the industry to

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309 better define and be more consistent with the City's policy. That's been underway for eighteen
310 months, and it looks like there's going to be some resolution. There's certainly some
311 disagreement from the policy level on this Board, as far as are billboards good, are billboards
312 bad, areas that are okay, areas that are not okay. That dialogue is continuing. I support the
313 Councilwoman identifying those quasi-residential corridors that ten years ago, 20 years ago,
314 billboards were placed, trying to get a mechanism to clean up those cores in exchange, hopefully,
315 for additional opportunities for the industry.

316 What I don't understand is the staff report. The Planning Commission voted approval. Staff is
317 recommending denial for, first condition is the permitting which, I think, the industry, we've
318 already beat this dead horse, but the industry is complying with that as best they can. The second
319 one deals with the paint or the aesthetic condition of the board itself. Now, Mr. – Scott, is that
320 reason enough to deny a Special Use Permit?

321

322 **BRYAN SCOTT**

323 Councilman, the Code talks about all the different things that you need in order to, the criteria by
324 which a Special Use Permit is to be granted or denied. One of those is that is, certainly, it's not
325 compatible or harmonious with the neighborhood anymore. And one of them is that is doesn't
326 meet current Code. So those two items that you referenced don't meet our current Code.

327

328 **COUNCILMAN BROWN**

329 Right. Well, the first one, we're – trying to work with the industry to better define that because
330 that came up within the last year as a new condition –

331

332 **BRYAN SCOTT**

333 The permitting issue, you mean.

334

335 **COUNCILMAN BROWN**

336 Right.

337

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338 **BRYAN SCOTT**

339 That's always been a condition. It's just one that we haven't always enforced.

340

341 **COUNCILMAN BROWN**

342 Right.

343

344 **BRYAN SCOTT**

345 I mean, the condition that you have to comply with all of our codes for final approval –

346

347 **COUNCILMAN BROWN**

348 And if we don't – enforce something for twenty years and then we're going to start enforcing it,

349 we have to at least have the flexibility to allow the industry to respond –

350

351 **BRYAN SCOTT**

352 Right.

353

354 **COUNCILMAN BROWN**

355 – and I think they are responding. But the second one is, if a board is in disrepair, is it the City's

356 legal position that we can then take the board down or do we give the applicant or the owner of

357 the board the opportunity to remedy the situation.

358

359 **BRYAN SCOTT**

360 I think the – applicant, in this instance, has had an opportunity to remedy that situation at the

361 Planning Commission stage, at the two-week abeyance a couple weeks ago, currently, and it still

362 hasn't been remedied, so –

363

364 **COUNCILMAN BROWN**

365 That's fair enough. And the third, I guess the third point is Councilwoman's justification on the

366 record which – I support as far as cleaning up the corridors. But the distance from the – Preserve

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is – that defined in our Code? Is it the distance of a destination place like the Preserves (sic) or is it go beyond the Preserve boundaries and a mile corridor south or north of the Preserve.

BRYAN SCOTT

You know, the Code doesn't really get that specific in that, you know, the – amount of distance between a subject property and the change. It just talks about whether or not it's harmonious and compatible with development in the area or future development to occur in the area. So it doesn't get that specific as to distance, a particular distance but it's what the reasonable person would deem to be a – reasonable amount of distance to, or a reasonable change within the area to – satisfy our Code requirements. So there really, to answer your question, there really isn't a distance separation requirement that's specified in the Code.

COUNCILMAN BROWN

And we don't – define the area.

BRYAN SCOTT

We do not define what the area –

COUNCILMAN BROWN

The term, the area, is not defined.

BRYAN SCOTT

No, we don't.

COUNCILMAN BROWN

Okay. Well, the – final thing I'll say is, I think some of the conflict we've had with billboards is certainly some inconsistency on the industry's part in doing things that they think are legal and appropriate without kinda letting the City know. Likewise, the City has been very inconsistent on at least the application or the interpretation of our current ordinances and that's part of the

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reason we've been negotiating for a year to get some consistency and some better clarity in – what we have as far as ordinances and what we wanna accomplish with the industry as a whole. So, I – would again encourage these negotiations to – try to get to some kind of resolution so at least as an individual, and perhaps the Council as a whole, we can be more consistent in sending a message to the industry. I, if – there's a billboard fifty feet away from the desert preserve, somewhat along Valley View, but along the 95, is that gonna be different from this board that's three quarters of a mile away from the 95 and the Preserve. Those are the things I just hope we – can, from a staff perspective and a legal perspective and a policy perspective, we can start getting more consistent. Either that or we end up in the courts and – the only people that make money are the attorneys representing the business and –

MAYOR GOODMAN

No – I – disagree, Councilman, with all due respect. It's worse than that. If we don't have consistency, we don't have clear direction as to what the industry expects, what we expect and concurrence on that, we're not gonna end up in a court, we're gonna end up two years from now, back in the legislature, where they're gonna take away our authority to do anything along this line. And that's why I thought it was gonna be our policy not to go into these billboards until we did reach an accord with the industry because we're gonna have this discussion every single time and we're gonna be punished for it two years from now.

COUNCILMAN BROWN

That was my understanding also.

COUNCILWOMAN TARKANIAN

Mr. Mayor.

MAYOR GOODMAN

Yes.

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425 **COUNCILWOMAN TARKANIAN**

426 I disagree with you –

427

428 **MAYOR GOODMAN**

429 All right.

430

431 **COUNCILWOMAN TARKANIAN**

432 – on the punishment, if we do it appropriately, I don't think that we're getting beat up as much as
433 we keep trying to say we are in the legislature –

434

435 **MAYOR GOODMAN**

436 Okay.

437

438 **COUNCILWOMAN TARKANIAN**

439 – and that's from my direct contact with people I'm told in the legislature that we're against this
440 on the billboard issue, absolutely direct contact and word with him when I was up there at the
441 legislature –

442

443 **MAYOR GOODMAN**

444 Okay.

445

446 **COUNCILWOMAN TARKANIAN**

447 – so I don't agree with that.

448

449 **MAYOR GOODMAN**

450 Fine.

451

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452 **COUNCILWOMAN TARKANIAN**

453 But let's get back to this consistency. Two years ago, two years ago I stated the problem and
454 Lamar said, well, let us keep it up for two years. Let us keep it up until the Springs Preserves
455 (sic) come in, so I agreed to do that because I figured why keep Lamar from making more profit
456 during the two years they could before the Springs Preserve came into being.

457 The Springs Preserve corridor we consider from Charleston, which is a major artery, all the way,
458 arterial, all the way to the freeway. That's what we consider. Now if you ask what do you think
459 is the appropriate distance, I think it does vary from ward to ward, from situation to situation, and
460 I think it's the Ward Councilperson that knows best what's happening in their community. I can
461 tell you all the things that are happening in there, all the things that are under the verge to take
462 off. We don't have many places in Ward 1 that are in a position to take off and I just feel we are
463 cowed, continually and continually, by the billboard industry. I'm sorry I feel that way, but I do
464 and I feel that this is important for our Ward. **I would ask you to deny it**, please, in
465 consideration and respect for the Ward.

466

467 **MAYOR GOODMAN**

468 That's the motion, let's –

469

470 **STEPHANIE ALLEN**

471 Mr. Mayor –

472

473 **MAYOR GOODMAN**

474 Yes.

475

476 **STEPHANIE ALLEN**

477 Could I address just one comment –

478

479 **MAYOR GOODMAN**

480 Surely.

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481 **STEPHANIE ALLEN**

482 – before you vote, please.

483

484 **MAYOR GOODMAN**

485 Sure.

486

487 **STEPHANIE ALLEN**

488 With respect to the comment about the pole and us being in conformance with the paint on the

489 pole, this is a picture of the pole that was taken right when this was filed, this review was filed.

490 And really I, we're getting a little nit-picky because it's – the way it's addressed in the staff

491 report is they're different colors of brown. The reason, if there is any difference, is because it's

492 old paint and new paint. There's graffiti issues out there and Lamar takes an active role in going

493 out to their billboards and making sure that they clean up graffiti. So in this particular instance,

494 if there is any color despair, you know, discrepancy, it's because they cleaned up their graffiti and

495 it's just different colors of brown. It's not like it's a billboard that's in, that's a dismantled

496 billboard. I just wanted to put that on the record. We are happy to paint it again. There is a

497 condition there. We will agree to that condition but I don't think there's a reason, frankly, that

498 we need to paint the billboard, but that is the reason and the justification that's in the staff report.

499 And then one other comment, I know there's a motion on the floor but because the ordinance is

500 pending, just an idea would be, maybe to establish some consistency, maybe allow this to remain

501 for a few months until the ordinance is in effect and then we could come back at that time and

502 determine if this corridor is an appropriate area or not. At that point, hopefully, there'll be more

503 consistency in the Code as to what the billboard industry can and can't rely on, but that's just a

504 suggestion. I know there's a motion on the floor.

505

506 **MAYOR GOODMAN**

507 All right. Thank you.

508

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509 **COUNCILWOMAN TARKANIAN**

510 Mr. Mayor.

511

512 **MAYOR GOODMAN**

513 Yes.

514

515 **COUNCILWOMAN TARKANIAN**

516 I would like to state that one of the conditions that all the boards have are that they are properly
517 maintained at all times and we have had problems with Lamar. Not just in this place, we've had
518 problems with Lamar and we've spoken with officials of Lamar who told us they couldn't take
519 care of all the different signs, the ones that they have. And that was, that's been on the record
520 before. I just wanted to add that. I – know what you want to do. There's been such delay in this.
521 This is something that we felt we needed and we need it now. That's all I can say.

522

523 **MAYOR GOODMAN**

524 'Kay. Yes, Sir.

525

526 **JAMES SAPP**

527 Could I make a public comment?

528

529 **MAYOR GOODMAN**

530 We're past that point, but –

531

532 **JAMES SAPP**

533 Oh, we're past that point.

534

535 **MAYOR GOODMAN**

536 – I'll open it up for public comment. Go ahead. Please tell us your name.

537

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538 **JAMES SAPP**

539 Well, I see both sides. I –

540

541 **MAYOR GOODMAN**

542 Please tell us –

543

544 **JAMES SAPP**

545 I'm James Sapp. I'm at 1109 Western Avenue. I've lived in that area for 40 years and you're
546 mentioning about the corridor. I understand them keeping, taking care of their sign. I'm not
547 particularly happy with the corridor from Charleston to the Springs. And I'll mention the
548 shopping center looks good. The Water District, from their building, where their employee
549 entrance is, that, that's not, that doesn't look good. The Alta and – Valley View looks terrible.
550 The Water District, when you go down, east on Alta, it's a hodge-podge there of – mixed-type
551 garden area and so forth where the Preserves (sic) is so I think maybe the Water district should be
552 doing, redoing part of theirs. On the other side of Valley View, it's pretty junked up between
553 Charleston from the drug addict place on up there. It's pretty junked up in the City. I – don't
554 believe that looks good up there along that fence so.

555

556 **COUNCILWOMAN TARKANIAN**

557 Mayor.

558

559 **MAYOR GOODMAN**

560 Yes.

561

562 **COUNCILWOMAN TARKANIAN**

563 If I may reply to him –

564

565 **MAYOR GOODMAN**

566 Yes.

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567 **COUNCILWOMAN TARKANIAN**

568 You're absolutely right that is Choices and it is junked up and we're trying to do something
569 about it. I would like to tell you that where the Water District is, they are building and they are
570 improving landscaping. They just haven't completed it. They've only started a little bit. And
571 part of the reason why you see some of that stuff piled up was the quickness they did in
572 completing the Preserve. But the Water District is committed along that whole route, from
573 Charleston to Alta, to be making improvements.

574

575 **JAMES SAPP**

576 Thank you.

577

578 **MAYOR GOODMAN**

579 Thank you. And we're gonna vote on the motion. I just wanna say that the reason I'm gonna be
580 voting the way I'm voting is because I sincerely believe what I said and I know that the
581 Councilwoman had an experience different from mine. But I spoke to these legislators and I'm
582 not gonna put us in harm's way as a result of voting on these billboards signs until we complete
583 our negotiations with the industry and either arrive at an ordinance or not. And that's my
584 position. I understand what the Councilwoman's saying. We're ready to vote, so let's vote.
585 Post, please. (**Motion carried with GOODMAN, REESE and BROWN voting NO**) Motion
586 carries. Thank you.

587

588 **STEPHANIE ALLEN**

589 Thank you.

590

591 **(END OF DISCUSSION)**

592 /lc; cv/ac